

# Creating a Health Program at Your Center



## Objectives

You will learn how:

- ◆ To create health programs for Neighborhood Networks centers.
- ◆ To develop community/neighborhood health partnerships.
- ◆ To use the Internet to access quality health information.

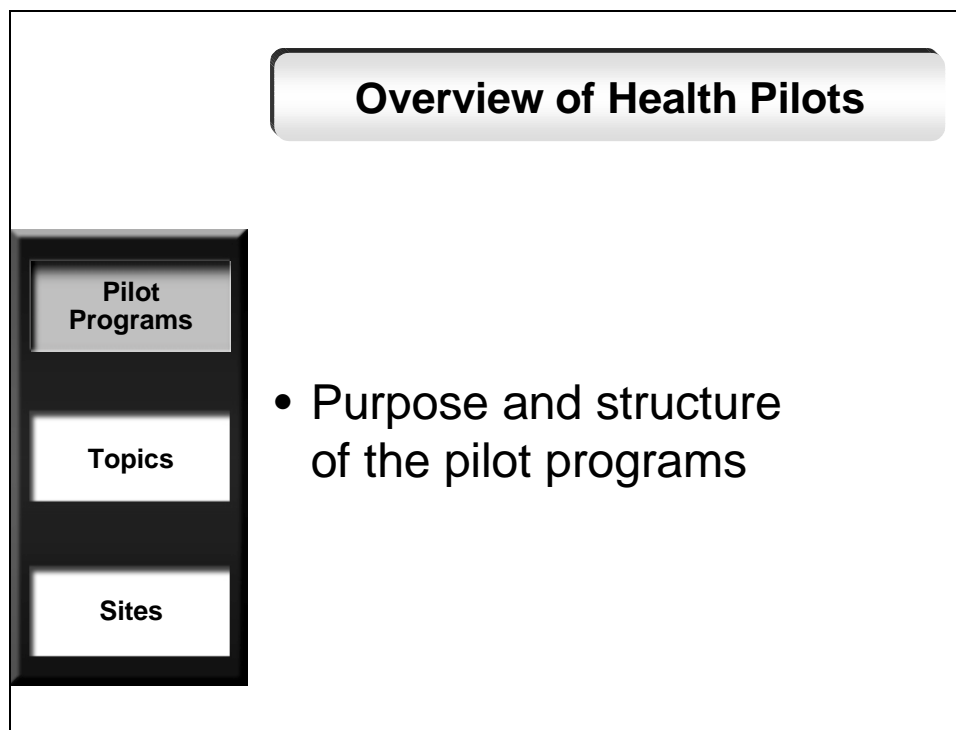
## Key Points

- ◆ Health challenges in Neighborhood Networks communities.
- ◆ Introduction to potential health care and health education partners.
- ◆ Using the Internet to obtain reliable health information.



## Program Development Materials

### Health Pilot Programs



Residents of HUD multifamily properties served by Neighborhood Networks centers often face barriers to improving and maintaining health. They may be among the 43 million Americans who are uninsured; many may lack paid sick leave or transportation to care providers. Some may have Medicaid or Medicare insurance, and others may not have the information they need to fully access their benefits.

Good health enhances life. Individuals in good health are more likely to find and retain jobs. In order to promote good health, the Neighborhood Networks Initiative is developing 10 health pilot programs by September 2003. These pilot programs will address some of the most pressing health needs of Neighborhood Networks center participants. Each pilot will be implemented and evaluated over a 3-month period. Each pilot will be tested in two different Neighborhood Networks centers to help determine factors for success, modifications needed for success, and how best to replicate the program in other Neighborhood Networks centers.

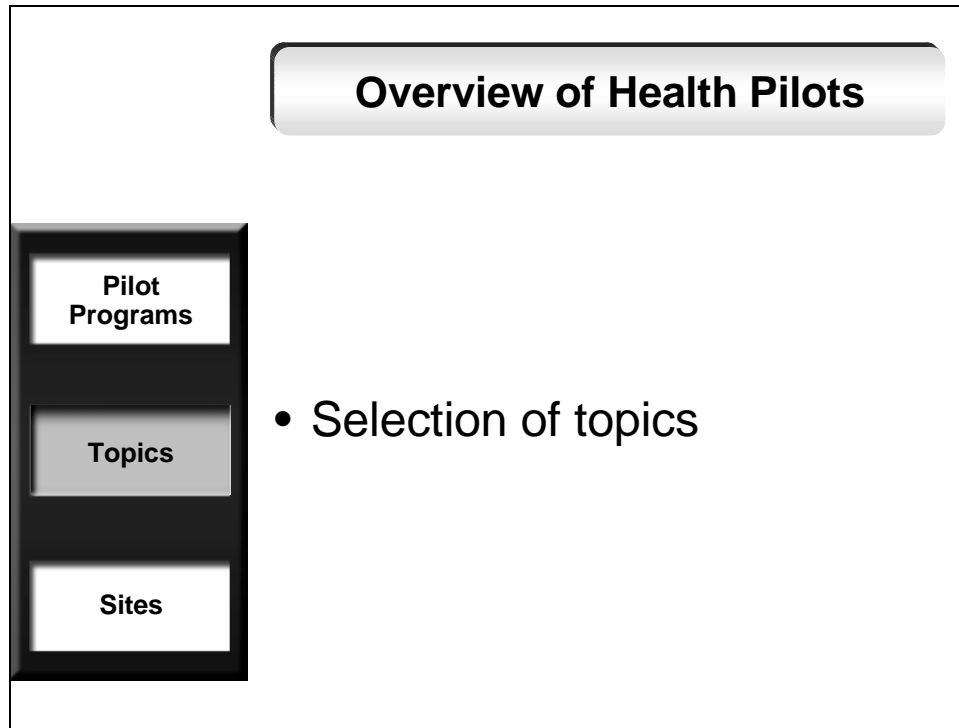
### Structure of the Health Pilot Programs

Each pilot will have three types of partners and activities:

- ❑ **Medical care**, provided through a partnership with the Bureau of Primary Health Care, Health Resources and Services Administration, U.S. Department of Health and Human Services. The Bureau of Primary Health Care funds over 3,000 community health centers across the United States, the District of Columbia, and Puerto Rico. The Bureau's Public Housing Primary Care Program focuses on improving the health and well-being of the public housing community, including people who benefit from rent voucher programs.

- ❑ **Health education** about a topic of particular need, such as the breast cancer screening, treatment, and recovery information provided through a partnership with the National Office of the YWCA.
- ❑ **Skills training on searching the Internet for health information**, provided through a partnership with the National Library of Medicine of the National Institutes of Health.

### Health Education Focus Topics

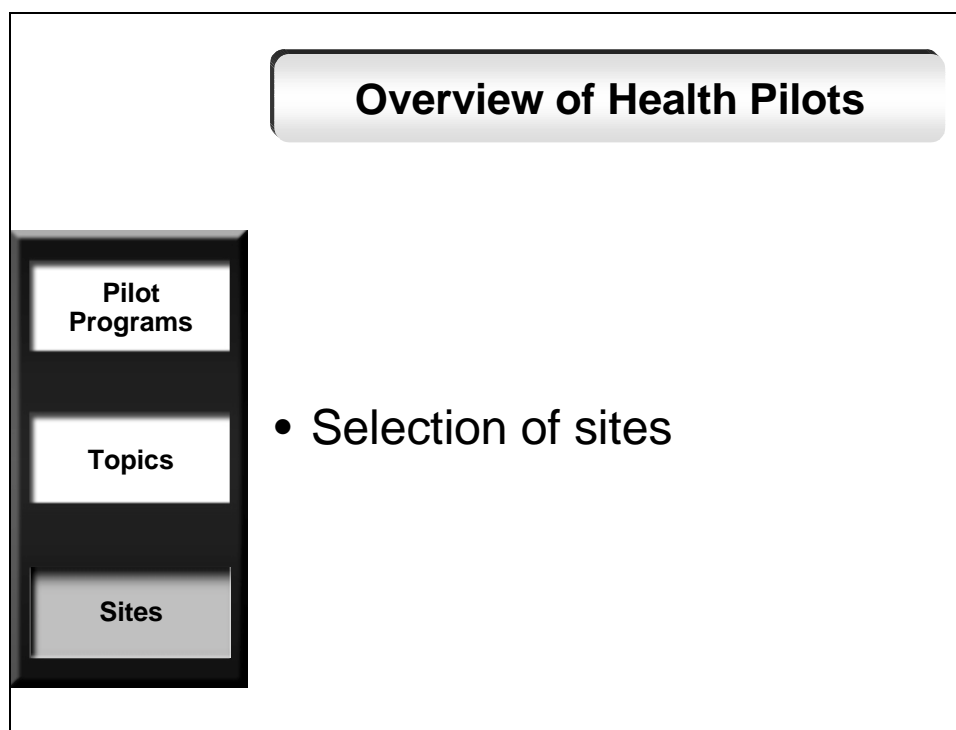


HUD, by seeking the opinions of Neighborhood Networks coordinators and consortia, has selected the first four pilot topics from a researched list of potential areas of need. Each pilot will focus education efforts on one of the first four topics and each pilot will be implemented at two Neighborhood Networks centers. There will be eight centers piloting programs by September 2002:

- ❑ For Neighborhood Networks centers that mainly serve seniors, the first two pilot topics will be breast cancer, to be the focus at two Neighborhood Networks centers, and cardiovascular disease, to be the focus at two other Neighborhood Networks centers.
- ❑ For Neighborhood Networks centers that mainly serve families, the first two topics are asthma and prenatal/infant care. Each of these health education topics will be the focus at two Neighborhood Networks centers.

The remaining six topics will also represent a mix of topics focused on seniors and families; they will be selected from among the most serious health concerns facing individuals and families served by Neighborhood Networks centers.

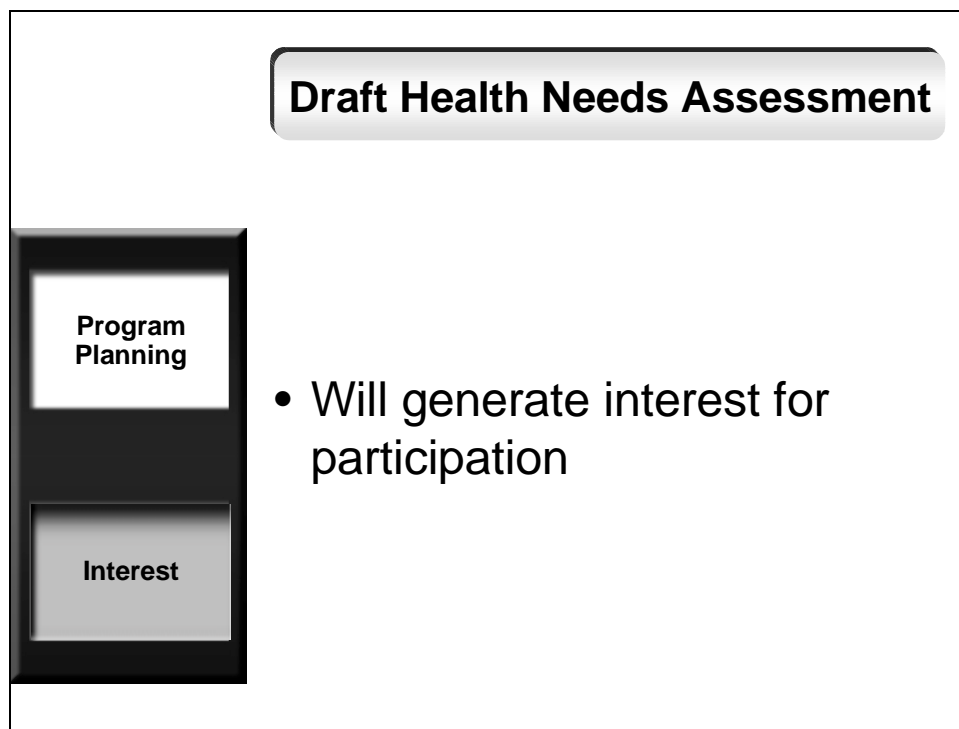
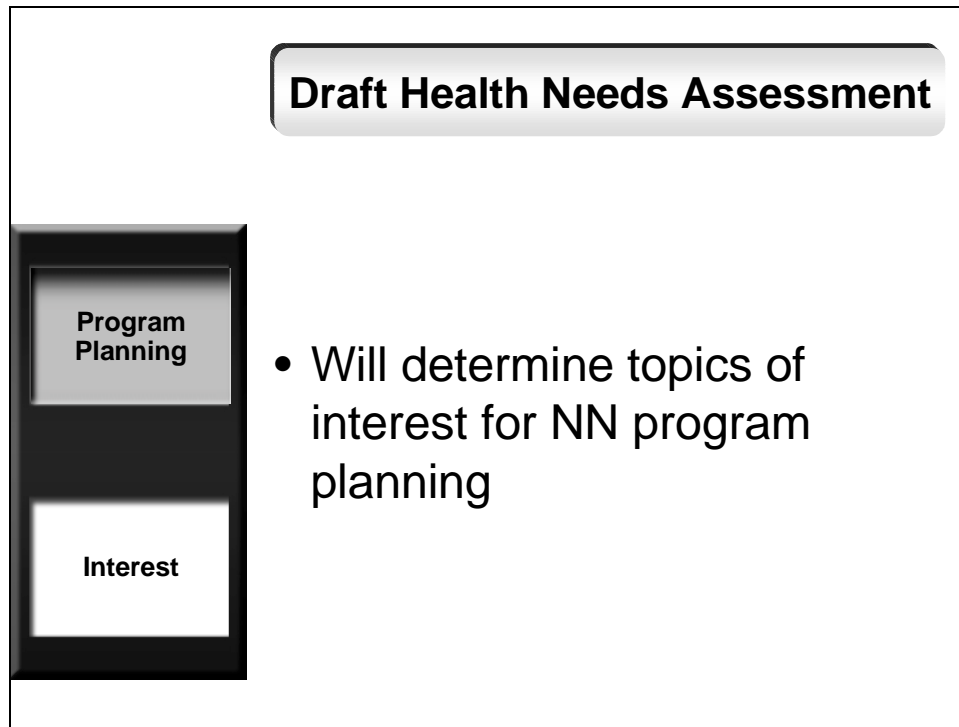
## Criteria for Selection of Health Pilot Program Sites



The objective of establishing criteria is to ensure baseline comparability among sites in order to foster success and to assess the impact of each health pilot program. For each pilot we are seeking Neighborhood Networks centers that meet the following criteria:

Criterion	Neighborhood Networks Centers/Pilot Program Sites
Consortium membership	Recommended
Commitment to health initiative	Committed property owner Enthusiastic Neighborhood Networks director Acceptance of pilot program objectives Willingness to comply with evaluation requirements
Experience with health programs	No current health program at site
Organizational capacity	Sufficient staff (paid and volunteer) Space for program Other resources
Evidence of Neighborhood Networks center strength	Current business plan Active resident council
Link to technology and World Wide Web	Computers with Internet connection Computer/Internet programs offered Other technological resources or capabilities

## Draft Health Needs Assessment

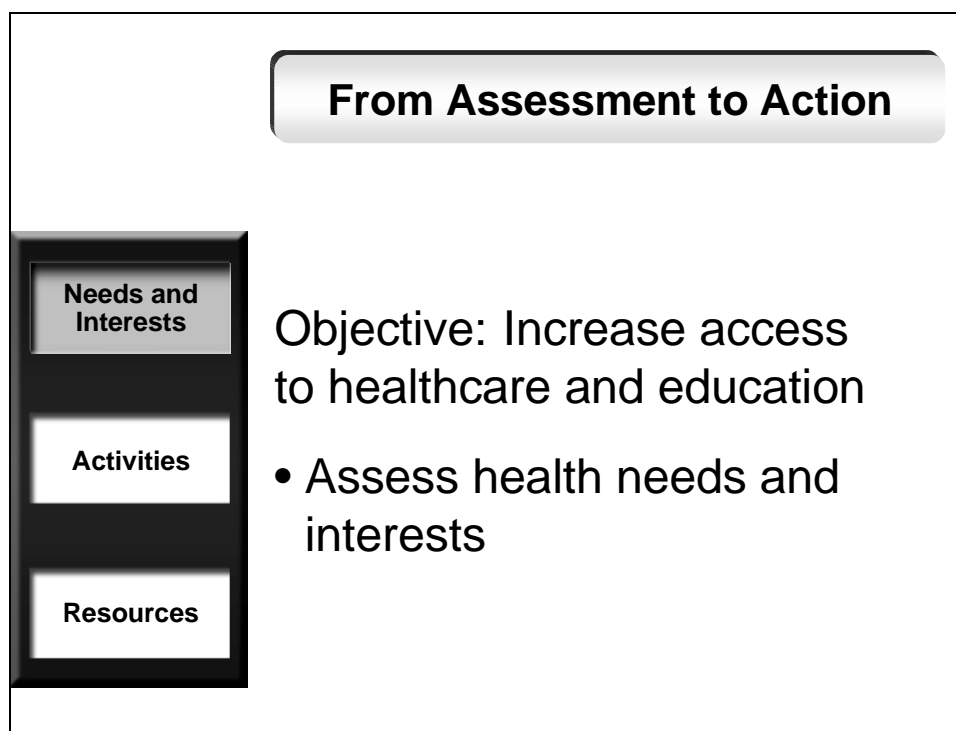


A Health Needs Assessment survey tool is also under development. A draft version is attached. Its purpose is to provide Neighborhood Networks center directors and staff with a simple, tested way to determine the major health concerns of Neighborhood Networks center participants. Those who complete the Health Needs Assessment will not be asked personal or sensitive questions; they will complete it anonymously. In pretests of the Health Needs Assessment the average time required for completion was 5.5 minutes, and those pretesting the assessment noted that it was easy to use. The form provides opportunities to add topics to the list provided, so everyone's interests can be expressed. Further, using the Health Needs Assessment generated interest in thinking about health in the Neighborhood Networks center context and promoted the idea of participating in Neighborhood Networks health programs.

The Health Needs Assessment forms will be collected centrally and tabulated for each Neighborhood Networks center. In addition, there will be analyses of local, regional, and national data to help HUD and the Neighborhood Networks centers and consortia develop timely programs of interest. These data will be provided back to Neighborhood Networks centers to assist in planning programs and other activities.

*Please note:* Before HUD can advocate that anyone use the Health Needs Assessment, the Office of Management and Budget in the White House must approve it. After that, it will be publicized and presented to all Neighborhood Networks centers. Therefore, it is presented here as a draft.

### From Assessment to Action



## From Assessment to Action

Needs and  
Interests

Activities

Resources

- Brainstorm about activities

## From Assessment to Action

Needs and  
Interests

Activities

Resources

- Identify resources to meet needs

## From Assessment to Action (continued)

Partnerships

Activities

Incentives

Publicity

Implementation

- Develop, maintain health partnerships

## From Assessment to Action (continued)

Partnerships

Activities

Incentives

Publicity

Implementation

- Plan activities and evaluation



### From Assessment to Action (continued)

Partnerships

Activities

Incentives

Publicity

Implementation

- Consider incentives for participation

### From Assessment to Action (continued)

Partnerships

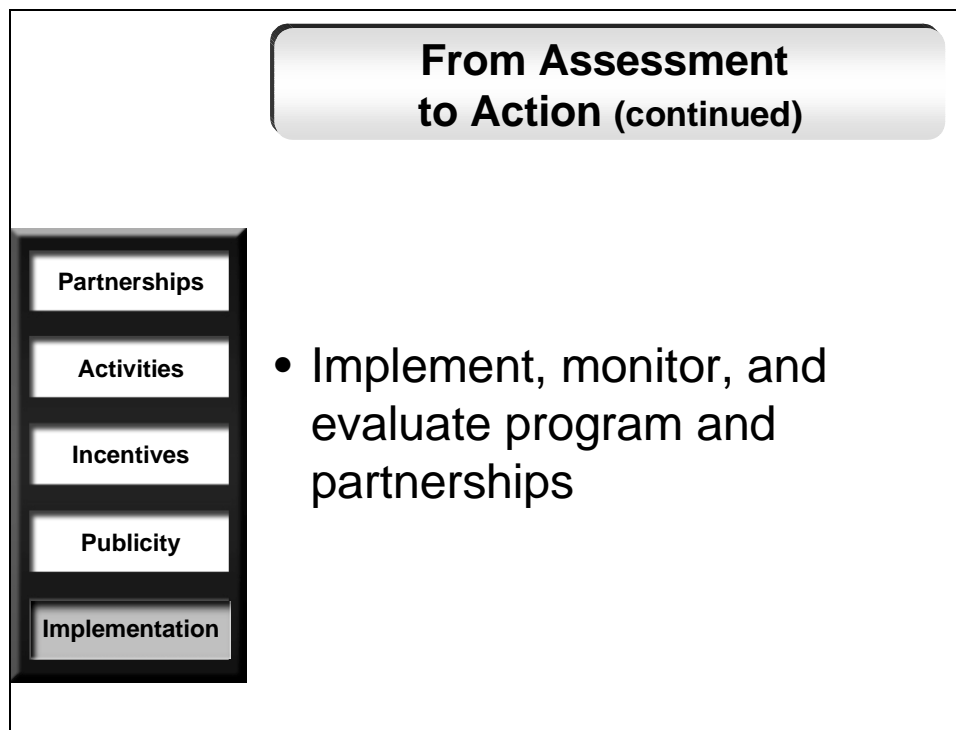
Activities

Incentives

Publicity

Implementation

- Plan for publicity



Many Neighborhood Networks centers are accustomed to involving participants in planning creative programs. The health initiative can help increase access to care and to health education, subjects that interest many individuals and families.

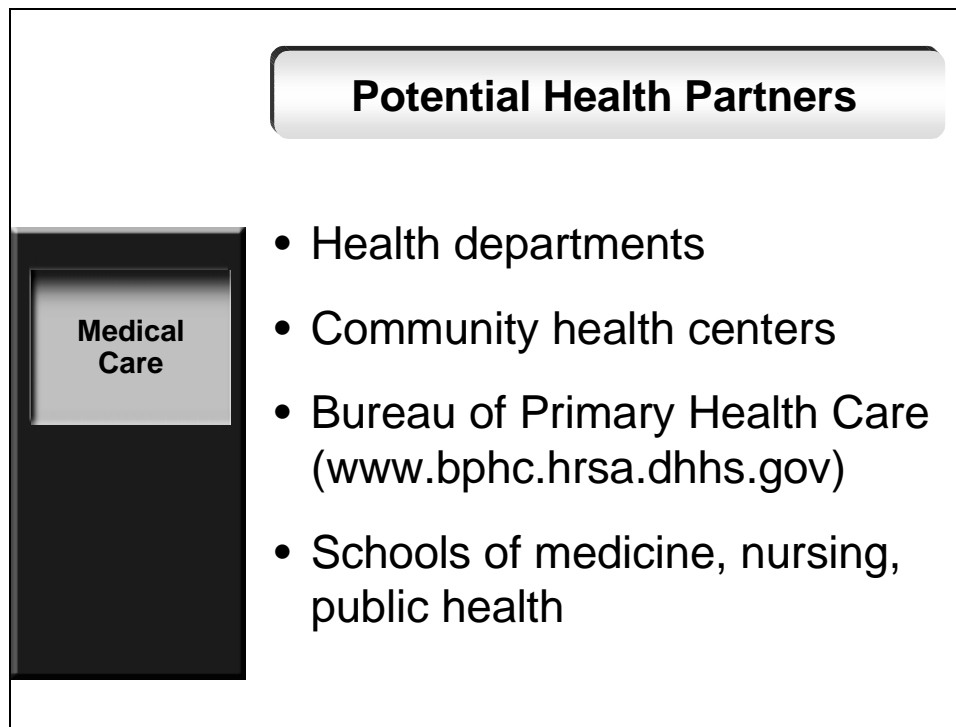
It is important to determine the health interests and the needs of your Neighborhood Networks center's participants as well as brainstorm with them about activities, potential partners, and possible activities to promote better health. HUD is establishing some national partnerships that can be tapped for local resources and, in the health pilots program, also establishing local partnerships as well.

Here are action steps for success:

- ☐ Identify, recruit, and develop formal working arrangements with local resources and maintain your health partnerships.
- ☐ Involve all of your stakeholders—Neighborhood Networks center property owners, directors, service coordinators, staff, residents, partners—in planning and implementing programs and activities.
- ☐ List your objectives, for example, how many activities you and your partners will undertake, how often you will offer health programs, and how many people will participate in your programs.
- ☐ Plan—from the beginning—how you will evaluate the overall program and its individual components.
- ☐ Consider offering incentives for participation in key activities—for example, donations such as certificates, coupons, or other giveaway items from nearby businesses that your residents patronize.
- ☐ Plan to publicize your activities both within the housing complex served by your center and within the wider community through the media, as a way of recognizing and thanking your partners.

- ❑ Implement your health program after careful planning, monitor to see whether it is working the way you planned, evaluate the program on an ongoing basis, and work to maintain your partnerships.

## Health Program Partners



Local community health centers, medical and other health professions schools, libraries, businesses, health departments, faith-based organizations, and other organizations that are interested in reaching the people you serve can be partners in building your Neighborhood Networks center's health promotion program. They can take different roles:

- ❑ **Medical care**—Clinical partners can provide screening at the center, for example, for high blood pressure; discussions with residents about their health concerns, for example, about their children's development; and referrals to treatment. Please note that medical ethics require that all health screening programs must be able to provide referrals to medical care providers for further screening and treatment so that people are cared for appropriately. A good source for medical care partners is the Bureau of Primary Health Care, which will be a national partner of Neighborhood Networks. Visit their Web site at <http://bphc.hrsa.gov/databases/fqhc/default.htm> for a list of community health centers dedicated to ensuring that everyone can access the care they need. It is also critical to ensure that any clinical partners carry medical liability insurance to protect your center and your residents.

- **Health education**—Local organizations or local chapters of national organizations, such as the YWCA, will often have educational programs, such as **ENCORE<sub>plus</sub><sup>®</sup>**, that they will be pleased to bring to your center.

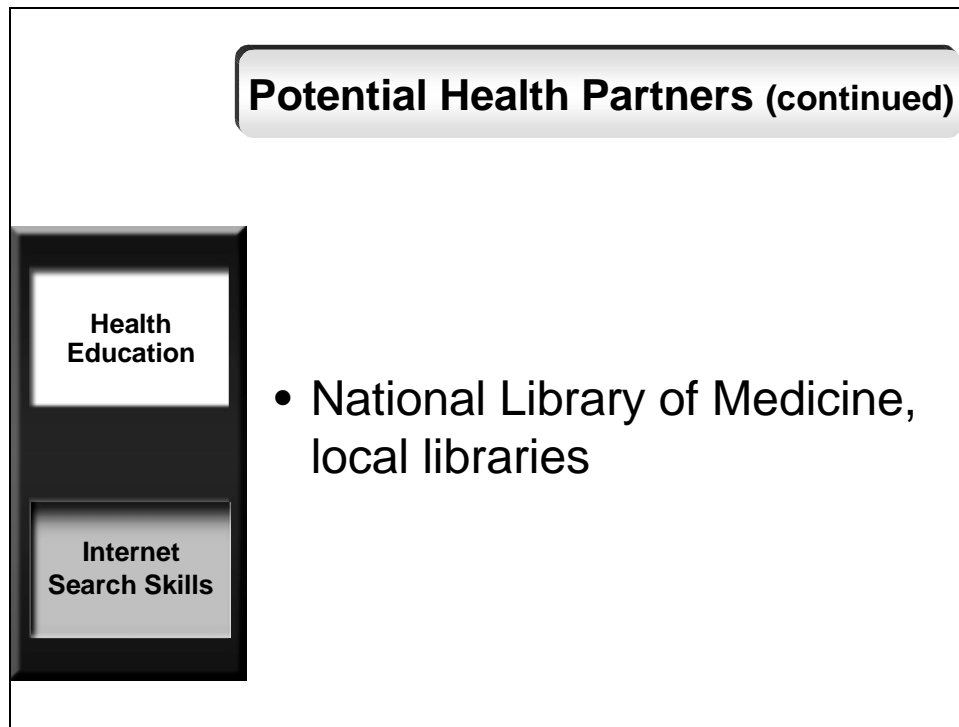
Potential Health Partners (continued)

Health Education

Internet Search Skills

- Local organizations or chapters of national organizations, e.g., YWCA

- ❑ **Skills building for finding health information on the Internet**—Unfortunately, there is a great deal of misinformation and harmful information about health on the World Wide Web. To guide your Neighborhood Networks center participants to the high-quality information they need, information is attached about the National Library of Medicine's Web site, which is an excellent starting point. Other sources of information are also attached, focused on breast cancer as an example of what is available for one topic in particular. Local medical librarians or public librarians are trained in Internet search skills and can be enlisted to assist your Neighborhood Networks center participants in finding what they need.



## Partnerships

The principles of working with health partners are the same as for working with other partners. Discuss with each partner how your Neighborhood Networks center's health promotion goals are similar to the partner's goals. Prepare letters of agreement spelling out what the partner and the center bring to the partnership, what each will provide, expectations, activities planned, the schedule, criteria for evaluating the partnership, and a timeframe for evaluation and discussions about the program. Maintain contact with each of your partners and help keep them in touch with one another for planning and scheduling activities that complement one another. Work with them to publicize the health promotion program both within your housing complex and in the community at large. Recognize their efforts and express your center's appreciation with letters and/or certificates, for example.

## Publicity

Publicity for your Neighborhood Networks center's health program is important:

- ❑ **Internal publicity** should ensure that all of your residents have information about the program and all of its activities, in order to promote good attendance and participation. Many

Neighborhood Networks centers have regular newsletters, bulletin boards, and ways to distribute flyers to all residents. These are all useful for internal publicity, and so is word of mouth. Enlist the assistance of your resident council and leaders to spread the news about the new health program and what it offers.

- ❑ **External publicity** will help your Neighborhood Networks center and your partners gain recognition for good work, and it will reinforce for your residents the importance of the health program.

Media contacts can be helpful to many Neighborhood Networks center activities, especially for helping you to recognize your partners. Your partners may already have media contacts for publicizing the work of the Neighborhood Networks center health program; joint publicity can be another area for partnership. Here are some general tips for working with the media:


- ❑ **Target carefully.** Send press releases to organizations that publish similar stories so that they are likelier to pick up your news.
- ❑ **Use press releases to make announcements.** Since health is often in the news, your Neighborhood Networks center and partners may be considered newsmakers. Announce something of widespread interest, such as a new program, an important finding about health, or successes in delivering health care and health education with your partners.
- ❑ **Address the release to a particular individual.** Take the time to identify the name and title of the person at the media outlet who is likeliest to be interested in your press releases. This will also facilitate phone and written (e-mail) followup.
- ❑ **Promote media coverage.** Write releases so that the media person can prepare an article by copying all or part of the release. To generate coverage for an event, send the release enough ahead of time that a reporter and photographer can be detailed to cover it. Follow up two days before the event to encourage coverage.
- ❑ **Make it easy for the media to use your releases:**
  - **Make followup contact easy.** Put a contact name, title, telephone number, and e-mail address at the top of the page.
  - **Write an effective lead.** Produce a first paragraph that is brief, active, and conveys a new fact. It must start with who, what, when, and where your news is happening, then the how and why.
  - **Use journalistic style.** Begin with the most important facts and end with the least important. Editors cut text from the bottom up.
  - **Make it brief.** One page is best. This is long enough to convey the message in most cases and short enough to look inviting to an editor.
  - **Double space the text.**
- ❑ **Make friends with key media contacts.** This activity can be part of a long-term strategy to promote your Neighborhood Networks center's work in the media. Keep in touch, but only call when you have real news to share.

## Evaluation

Evaluation is critical to knowing what program components are achieving their objectives. Evaluation can be as simple as counting the number of participants in each activity. If you use sign-in sheets and have the time to review them, you can determine how many people in your housing complex participated in any of the activities in the program. You can develop simple questionnaires asking people to identify the most useful and interesting components of the health program. Ask the residents, partners, and the Neighborhood Networks center staff—in other words, all the stakeholders—for their views. In evaluating a health program, it is important to know whether people found the information useful, found sources of medical care that they had


not known about previously or identified medical issues during screening. Partners can assist with the evaluation. If you are keeping track of how things are going, you can determine when or if it is necessary to reassess the program plans and perhaps make adjustments.

## Linking Activities and Technology



### Link Activities and Technology

- Health information for patients and the public
- Over 500 topics—diseases and wellness
- Credible sources
- User friendly
- Easy-to-read language
- Links to PubMed Searches and ClinicalTrials.gov



### Medlineplus

- Medical dictionaries
- Organizations
- Drug information
- Publications/news
- Libraries

## **Publications**

- National Cancer Institute
  - [www.cancer.gov](http://www.cancer.gov)
- Federal health information centers and clearinghouses

## **Telemedicine/Telehealth**

### **Long-Distance Support**

The use of electronic information and communications technologies to provide and support healthcare when distance separates the participants



### Examples of Current and Future Uses

Online Access

Monitoring

Patients and  
Providers

Online  
Assessments

Consumer  
Access

- Online access to health information

### Examples of Current and Future Uses

Online Access

Monitoring

Patients and  
Providers

Online  
Assessments

Consumer  
Access

- Home monitoring of patients

### Examples of Current and Future Uses

Online Access

Monitoring

Patients and  
Providers

Online  
Assessments

Consumer  
Access

- Connect homebound patients with care providers

### Examples of Current and Future Uses

Online Access

Monitoring

Patients and  
Providers

Online  
Assessments

Consumer  
Access

- Online personal health assessments

## Examples of Current and Future Uses

Online Access

Monitoring

Patients and  
Providers

Online  
Assessments

Consumer  
Access

- Consumer access to personal health records

## Telemedicine Web Sites

Online Access

Monitoring

Patients and  
Providers

Online  
Assessments

Consumer  
Access

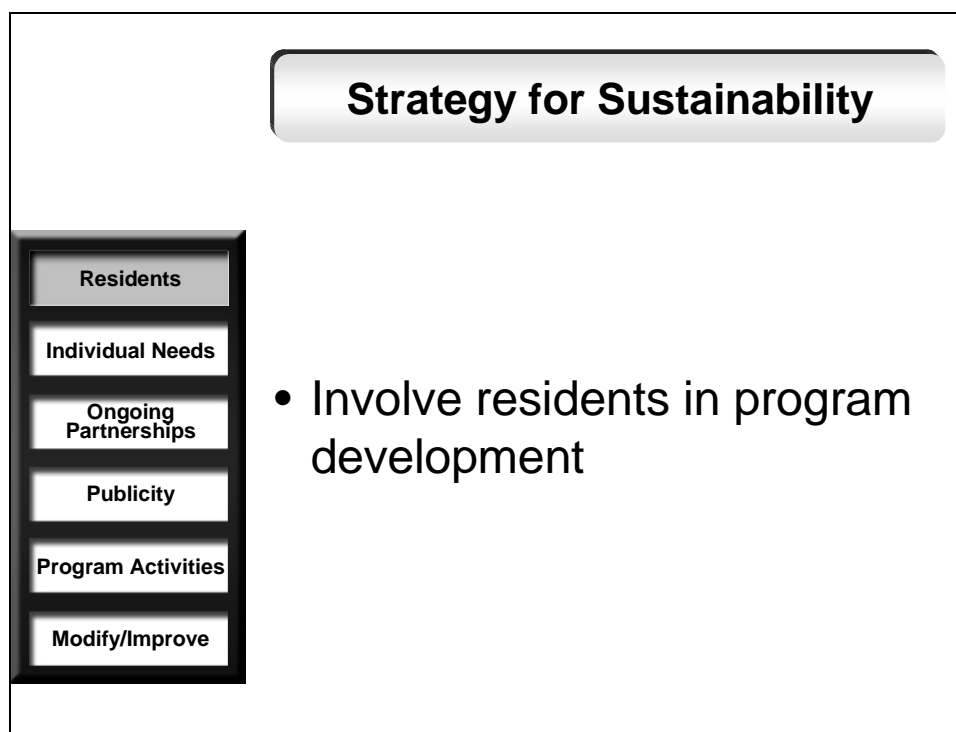
- Health Resources and Services Administration
  - <http://telehealth.hrsa.gov>
- Centers for Medicare and Medicaid
  - [www.hcfa.gov/medicaid/telemed.htm](http://www.hcfa.gov/medicaid/telemed.htm)
- Telemedicine Information Exchange
  - <http://tie2telemed.org>

Starting with [www.medlineplus.gov](http://www.medlineplus.gov), individuals can link to high-quality health information on the World Wide Web. Your partners may also have Web sites that your residents will find useful. Understanding how to find good health information on the Web is the sort of practical skill that appeals to adult learners and can promote use of the Neighborhood Networks center while providing valuable information to the individual. It may be most effective to have Internet search activities and skills building in conjunction with specific health education programs, so that

participants can reinforce both the health education they have learned and their Internet search skills. Your Neighborhood Networks center may find it interesting to keep a list of particularly good sites and publicize it. Enterprising residents may also wish to add notes about why a site is good. Care must be taken, of course, to maintain the confidentiality of anyone's searches because they may be dealing with very sensitive matters.

Consider whether telemedicine will improve access to care and how your residents could use telemedicine. There are attachments on both health Web sites and telemedicine to stimulate your thinking. You may find additional ideas by keeping up with your local news, learning which hospitals, for example, are using telemedicine approaches, or what local health organizations have developed Web sites.

## Strategy for Sustainability



## Strategy for Sustainability

Residents

Individual Needs

Ongoing  
Partnerships

Publicity

Program Activities

Modify/Improve

- Meet individual medical attention needs

## Strategy for Sustainability

Residents

Individual Needs

Ongoing  
Partnerships

Publicity

Program Activities

Modify/Improve

- Foster ongoing partnerships

## Strategy for Sustainability

Residents

Individual Needs

Ongoing  
Partnerships

Publicity

Program Activities

Modify/Improve

- Generate publicity

## Strategy for Sustainability

Residents

Individual Needs

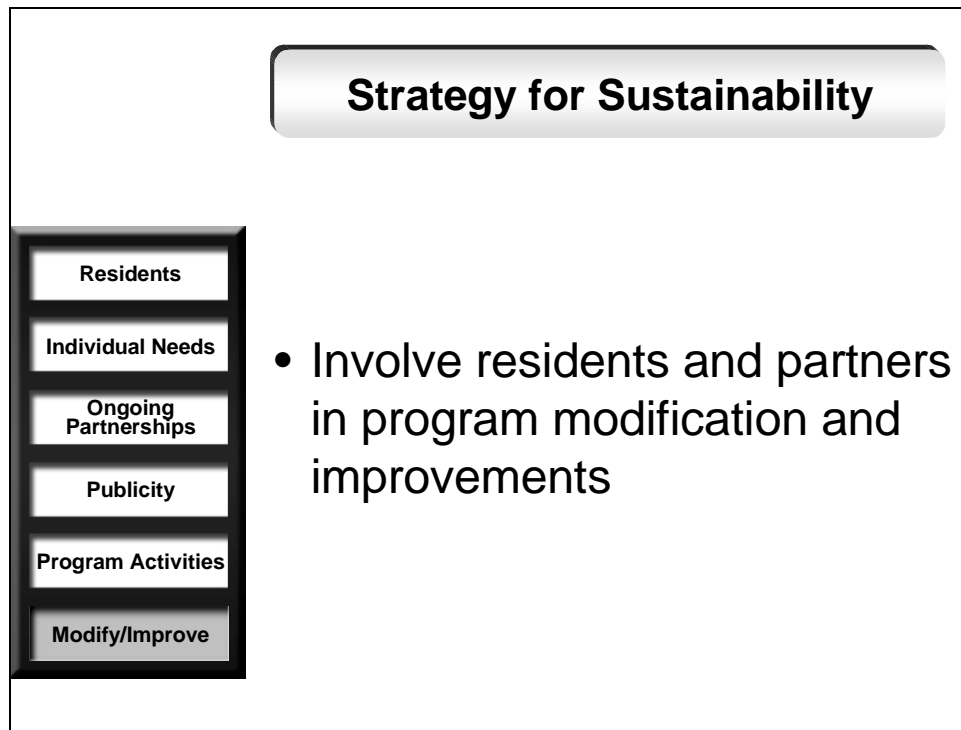
Ongoing  
Partnerships

Publicity

Program Activities

Modify/Improve

- Monitor and evaluate program activities



Neighborhood Networks centers can promote sustainable health programs that meet resident needs by:

- ☐ Involving residents in program planning.
- ☐ Providing a program that meets individual needs for medical attention.
- ☐ Offering programs of interest.
- ☐ Recruiting partners and fostering continued partnerships.
- ☐ Generating publicity.
- ☐ Monitoring and evaluating programs and activities.
- ☐ Involving residents and partners in modifying and improving programs to meet their needs.





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## To: NEIGHBORHOOD NETWORKS Community Member

Your local Neighborhood Networks center would like your help in planning for new health programs. Your answers to these questions will help your local center know more about your health interests and needs. **You do not need to sign your name.** No one will know who answered these questions or what you wrote. Your answers will be added to those from other community members. The survey is voluntary (by choice), and will only take a few minutes to complete. This survey asks about:

1. Health topics you may be interested in.
2. Health programs you would like at your center.
3. Preventive screenings that can help you learn about possible health problems.
4. How you get health care information.
5. Getting health care.

### Health Topics

1. Would you be interested in information on any of the following health topics?  
***Please check all the topics in which you are interested.***

Adult immunization	<input type="checkbox"/>	Heart disease	<input type="checkbox"/>
Alcohol, drug, tobacco abuse	<input type="checkbox"/>	High blood pressure	<input type="checkbox"/>
Arthritis	<input type="checkbox"/>	High cholesterol	<input type="checkbox"/>
Asthma	<input type="checkbox"/>	HIV/AIDS	<input type="checkbox"/>
Bronchitis	<input type="checkbox"/>	Lead poisoning protection	<input type="checkbox"/>
Breast cancer	<input type="checkbox"/>	Mental health	<input type="checkbox"/>
Childhood injury prevention	<input type="checkbox"/>	Oral/dental health	<input type="checkbox"/>
Depression	<input type="checkbox"/>	Prenatal and infant care	<input type="checkbox"/>
Diabetes	<input type="checkbox"/>	Problems in infants/children	<input type="checkbox"/>
Domestic violence	<input type="checkbox"/>	Sexually transmitted disease	<input type="checkbox"/>
Emphysema	<input type="checkbox"/>	Teen pregnancy	<input type="checkbox"/>

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1a. Would you be interested in a health topic not already listed? ***Please write your answer on the line below.***

## Health Programs

2. Would you be interested in any of the following health programs? ***Please check all the programs in which you are interested.***

- |                                   |                          |                              |                          |
|-----------------------------------|--------------------------|------------------------------|--------------------------|
| Breast self exam                  | <input type="checkbox"/> | Nutrition/diet               | <input type="checkbox"/> |
| Domestic violence prevention      | <input type="checkbox"/> | Obtaining health insurance   | <input type="checkbox"/> |
| Fitness/exercise                  | <input type="checkbox"/> | Pain management              | <input type="checkbox"/> |
| Injury prevention and home safety | <input type="checkbox"/> | Quitting smoking             | <input type="checkbox"/> |
| Mother/baby support group         | <input type="checkbox"/> | Stress management            | <input type="checkbox"/> |
|                                   |                          | Taking medications correctly | <input type="checkbox"/> |

2a. Would you be interested in a health program not already listed? ***Please write your answer on the line below.***

## Health Screenings

3. Preventive health screenings may help you learn about a problem before it becomes more serious. ***Please check all the health screenings in which you are interested.***

- |                             |                          |                             |                          |
|-----------------------------|--------------------------|-----------------------------|--------------------------|
| Breast cancer (mammography) | <input type="checkbox"/> | High cholesterol            | <input type="checkbox"/> |
| Cervical cancer (pap smear) | <input type="checkbox"/> | HIV/AIDS                    | <input type="checkbox"/> |
| Colon cancer                | <input type="checkbox"/> | Home hazards (lead, injury) | <input type="checkbox"/> |
| Dental/gum health           | <input type="checkbox"/> | Mental health               | <input type="checkbox"/> |
| Diabetes                    | <input type="checkbox"/> | Prostate cancer             | <input type="checkbox"/> |
| High blood pressure         | <input type="checkbox"/> |                             |                          |

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3a. Would you be interested in a preventive health screening not already listed? **Please write your answer on the line below.**

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## Access to Health Information

4. There are many different places where you can get information to help you with health problems or to make decisions about your health or the health of a family member. In the past year, have you gone to any of the following for health information? **Please check all the places where you get health information.**

- |                       |                          |                            |                          |
|-----------------------|--------------------------|----------------------------|--------------------------|
| Computer and Internet | <input type="checkbox"/> | Nurse                      | <input type="checkbox"/> |
| Doctor                | <input type="checkbox"/> | Other health care provider | <input type="checkbox"/> |
| Friend                | <input type="checkbox"/> | Relative                   | <input type="checkbox"/> |
| Magazines             | <input type="checkbox"/> | Television/commercials     | <input type="checkbox"/> |

4a. Are there any places not already listed where you get health information? **Please write your answer on the line below.**

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If you used a computer and the Internet to get health information **in the past year**, please answer **questions 4b and 4c below**.

If you have **not** used a computer and the Internet to get health information in the past year, **go to question 5 below**.

4b. How *easy or difficult* did you find the computer and Internet to use? Was it...  
(**Check one answer only.**)

[ ] Very Easy    [ ] Easy    [ ] Difficult    [ ] Very difficult

4c. How *useful* did you find the computer and Internet? Was it...  
(**Check one answer only.**)

[ ] Very useful    [ ] Useful    [ ] Not very useful    [ ] Not at all useful

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## Access to Health Care

5. There are many reasons why people have trouble getting the health care they need. Do you have difficulty getting the health care you need because of any of the following reasons?

***Please check all the reasons you have trouble getting health care.***

- |                         |                          |                         |                          |
|-------------------------|--------------------------|-------------------------|--------------------------|
| Need child care         | <input type="checkbox"/> | No health insurance     | <input type="checkbox"/> |
| Cost of health care     | <input type="checkbox"/> | Problems with language  | <input type="checkbox"/> |
| Do not know where to go | <input type="checkbox"/> | Transportation problems | <input type="checkbox"/> |

5a. Are there any reasons (other than those already listed) why you have difficulty getting the health care you need? ***Please write your answer on the line below.***

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**THANK YOU FOR ANSWERING THESE  
QUESTIONS.**

**PLEASE RETURN YOUR COMPLETED SURVEY  
TO THE PERSON YOUR CENTER HAS  
DESIGNATED TO RECEIVE THESE RESPONSES.**

## Public Housing Primary Care Program

The Public Housing Primary Care (PHPC) Program is a federal grant program created under the Disadvantaged Minority Health Improvement Act of 1990. In 1996, the PHPC Program was reauthorized under the Health Centers Consolidation Act as Section 330(i) of the Public Health Service Act.

### Mission

To improve the health and well-being of the public housing community, moving toward 100 percent access and zero disparities.

The public housing community (our target population) includes:

- ☐ Residents of public housing.
- ☐ Low-income individuals living in areas accessible to public housing.
- ☐ Any low-income person who benefits from public rent subsidies.

### Activities

The PHPC Program supports health centers and other health delivery systems in providing services in partnership with other community-based providers of public housing developments or at other locations immediately accessible to residents of public housing. PHPC grantees perform the following activities:

- ☐ Provide primary health care services, including direct medical care, health screening, health education, dental care, prenatal and perinatal care, preventive health care, and case management.
- ☐ Conduct outreach services to inform residents about health services that are available.
- ☐ Aid residents in establishing eligibility for assistance under entitlement programs and obtaining government support for health, mental health, or social services.
- ☐ Train and employ residents of public housing to provide health screenings and health education services.

### Accomplishments

In Fiscal Year 2001, 29 PHPC grantees in 16 States were awarded program funds to provide primary health care services. Highlights of program activity include:

- ☐ More than 53,000 clients were served. Major health conditions presented by clients were hypertension, asthma, diabetes, ear infections, chronic emphysema, and severe mental disorders. More than 175,000 medical and dental encounters were provided.
- ☐ PHPC programs have increased immunization rates for children ages 0–6 to over 95 percent. Several programs have achieved a 100 percent immunization rate.
- ☐ PHPC programs have established highly effective partnerships with public housing authorities and resident/tenant organizations to facilitate the delivery of services. Residents themselves are actively involved in the design of services and governance of programs, and residents are routinely trained and employed in the programs as outreach workers and case managers.
- ☐ Thirty percent of PHPC grantees are participating in collaborative and comparable activities to improve and expand the scope of their services.

## **Collaborative Linkages**

Organizations that work with the PHPC Program to support the program mission include:

- ☐ U.S. Department of Housing and Urban Development
- ☐ Centers for Disease Control and Prevention
- ☐ Child Welfare League of America
- ☐ Administration for Children and Families
- ☐ HRSA's HIV/AIDS Bureau
- ☐ Local Housing Authorities

## **Appropriations**

FY 2000 \$11.5 million

FY 2001 \$14.13 million

FY 2002 \$15.7 million

## **Future Challenges**

PHPC is challenged to adapt to a rapidly changing public housing environment comprising mixed income families. Also, the PHPC is learning how to comprehensively serve an emerging immigrant population in a culturally proficient manner. In order to meet these goals, the PHPC continues to develop and strengthen its partnerships with organizations in the fields of health, public housing, and employment.

## **For More Information, Contact:**

Public Housing Primary Care Program  
Division of Programs for Special Populations  
Bureau of Primary Health Care  
4350 East-West Highway, 9th Floor  
Bethesda, MD 20814  
(301) 594-4420  
(301) 594-2470 (fax)

## **Who We Serve: PHPC's Clients**

### **Demographics of Residents of Public Housing**

- ☐ More than 3.1 million individuals
- ☐ 2.4 individuals per household
- ☐ \$8,900 average household income
- ☐ 68 percent minority
- ☐ 48 percent 62 years old/disabled
- ☐ 48 percent with children under age 18 years old

### **Patient Demographics**

- ☐ Approximately 54,000 served per year
- ☐ 18.6 percent increase in patients
- ☐ 62 percent female, 38 percent male
- ☐ 29 percent children 1–12 years, 47 percent adults 20–64 years
- ☐ 77 percent increase in elderly

- ❑ 47 percent increase in AAPIs, 35 percent increase in Hispanics
- ❑ 114 percent increase in need for language interpretation services

**Patient Socioeconomics**

- ❑ 65 percent below 100 percent of the federal poverty level
- ❑ 50 percent Medicaid, 33 percent uninsured

**Patient Diagnoses and Services**

- ❑ Hypertension (44 percent increase)
- ❑ Severe mental disorders (30 percent increase)
- ❑ Otitis media and eustachian tube disorder
- ❑ Diabetes (46 percent increase)
- ❑ Asthma

## YWCA of the U.S.A. **ENCOREplus**<sup>®</sup> Program

**ENCOREplus**<sup>®</sup> is a system of health promotion through education, clinical service delivery and patient “navigation,” and advocacy. The community-based program assists women in need of early detection education and breast and cervical cancer screening and support services. It also provides women under treatment and recovering from breast cancer with a unique, combined peer group support and exercise program.

The **ENCOREplus**<sup>®</sup> program is designed to eliminate inequalities in health care experienced by many women by removing barriers to access and promoting effective community-based outreach, education, and referral to clinical services and support systems. Essential building blocks of the **ENCOREplus**<sup>®</sup> program were the YWCA–CDC Collaborative Agreement in the National Breast and Cervical Cancer Early Detection Program (Title XV) and the Avon–YWCA partnership. As part of this collaboration, a portion of the proceeds from Avon’s Breast Cancer Awareness Crusade was given to the YWCA from 1994 to 1997, enabling it to establish a decentralized **ENCOREplus**<sup>®</sup> training program and to fund **ENCOREplus**<sup>®</sup> programs at YWCAs in local communities.

### Program Components

#### Community Outreach and Breast Health Education

Culturally appropriate outreach and education facilitated by trained **ENCOREplus**<sup>®</sup> program managers consisting of:

- ☐ Innovative educational video materials, including Avon’s “Breast Care Test” and “Mujer a Mujer: Hablemos Sobre el Cáncer del Seno”;
- ☐ Instruction in breast self-exam using the state-of-the-art Mammacare method;
- ☐ Role-play to reinforce early detection messages and encourage participants to become advocates for themselves and to other women; and
- ☐ Printed, culturally appropriate educational materials to take home.

#### Referral to Breast and Cervical Screening

This part of the program includes:

- ☐ Targeted community outreach education and recruitment of women, particularly minority, low-income, and lesbian women, based on YWCA historical expertise in community organization; referral of medically underserved women for clinical breast exams, Pap smears, and mammograms that is closely coordinated with CDC-funded, state-sponsored early detection programs, HMOs, community health clinics, and Medicare providers;
- ☐ Transportation and day care when needed;
- ☐ Post-screening support and enabling services for women who need diagnostic and treatment services;
- ☐ Cooperation and coalition-building with medical providers and local volunteer and women’s organizations;
- ☐ Referral of women who have normal screening results to YWCA health maintenance and wellness programs; and
- ☐ Annual screening reminders.



### **Resource, Information, and Advocacy Component**

Ongoing information resource service, managed by trained **ENCOREplus**<sup>®</sup> program managers, offers information on early detection and referral to screening services and medical resources relating to breast and cervical cancer diagnosis and treatment.

Intra-YWCA coordination and information sharing among **ENCOREplus**<sup>®</sup> programs nationwide, via YWNet, the YWCA of the U.S.A.'s private forum on the HandsNet electronic network for non-profit organizations.

Development of public policy initiatives by the YWCA of the U.S.A. on women's health at the local, state, and federal level.

### **Peer Group Support and Exercise for Women Under Treatment and Recovering From Breast Cancer**

This program component provides a supportive, nonjudgmental atmosphere in which women recovering from breast cancer share their concerns and learn ways to develop and maintain their physical strength, health, and psychological well-being in weekly (or more frequent) sessions conducted by a trained **ENCOREplus**<sup>®</sup> program manager. Included are peer group support and floor and pool exercise. Closely coordinated with each local medical community, it includes referral to appropriate community medical and social work specialists for women who demonstrate special needs.

### **ENCOREplus<sup>®</sup> Trained and Certified Program Managers**

**ENCOREplus**<sup>®</sup> programs are managed by trained **ENCOREplus**<sup>®</sup> program managers. The YWCA of the U.S.A. has implemented a decentralized, national training program utilizing a network of national trainers who assist the YWCA's Office of Women's Health Initiatives with training, implementation, and monitoring of local **ENCOREplus**<sup>®</sup> programs.

Inquiries regarding the program should be addressed to:

YWCA of the U.S.A.  
Office of Women's Health Advocacy  
Suite 700  
1015 18th Street, NW.  
Washington, DC 20036

*Tel:* (202) 467-0801  
*Fax:* (800) 953-7587  
*Internet:* [www.ywca.org](http://www.ywca.org)  
*E-mail:* [cgould@ywca.org](mailto:cgould@ywca.org)

## ENCORE<sup>plus</sup>® Programs as of April 2, 2002

YWCA of	State
Bess Chisum Stephens of Little Rock	AR
Anchorage	AK
Tucson	AZ
Glendale	CA
Greater Los Angeles	CA
North Orange County	CA
San Pedro	CA
Santa Monica	CA
The Harbor Area	CA
Greenwich	CT
National Capital Area	DC
Greater Miami & Dade County	FL
Greater Atlanta	GA
Freeport	IL
Lake and McHenry County	IL
Metropolitan Chicago	IL
Sauk Valley	IL
Elkhart County	IN
Greater Lafayette	IN
Salina	KS
Baton Rouge	LA
Northwest Louisiana	LA
Boston	MA
Central Massachusetts	MA
Greater Lawrence	MA
Malden	MA
Southeastern Massachusetts	MA
Bangor-Brewer	ME
Duluth	MN
St. Joseph	MO
Greensboro	NC
Wake County	NC
Winston-Salem/Forsythe County	NC
Adams County	NE
Bergen County	NJ
Camden	NJ
Montclair/N Essex	NJ
Princeton	NJ
Middle Rio Grande	NM
Binghamton & Broome County	NY
Brooklyn	NY
City of New York	NY
Elmira & the Twin Tiers	NY
Orange County	NY
Schenectady	NY
White Plains & Westchester	NY
Cincinnati	OH
Columbus	OH
Youngstown	OH
Carlisle	PA
Gettysburg & Adams County	PA
Pittsburgh	PA
Greater Rhode Island	RI
Northern Rhode Island	RI
Abilene	TX
Lubbock	TX
Metropolitan Dallas	TX
San Antonio	TX
Salt Lake City	UT
Seattle*King Co*Snohomish Co	WA
Green Bay-DePere	WI
Racine	WI
Charleston	WV



## Online Resources

### Selected Online Health and Telemedicine Resources

[www.nlm.nih.gov/medlineplus](http://www.nlm.nih.gov/medlineplus)

The National Library of Medicine (NLM) is the world's largest medical library. MEDLINEplus is the one source that both health professionals and consumers turn to for accurate, dependable authoritative health information. Consumers will find information about hospitals, physicians, and other health services organizations. The site also provides information on prescription drugs and specific health topics.

[www.hcfa.gov/medicaid/telemed.htm](http://www.hcfa.gov/medicaid/telemed.htm)

The link provides the Centers for Medicare and Medicaid Services (CMS) policy on telemedicine. The CMS is the agency that runs Medicare and Medicaid and, with the Health Resources and Services Administration, runs the State Children's Health Insurance Program (SCHIP). Eighteen states have recognized and approved reimbursement for telemedicine services. Visit this Web site to learn more about each state's Medicaid telemedicine plans.

[www.hhs.gov/agencies](http://www.hhs.gov/agencies)

The U.S. Department of Health and Human Services provides links to the health-related departments of the federal government through an annotated list.

[www.hrsa.gov](http://www.hrsa.gov)

The mission of the Health Resources and Services Administration (HRSA) is to improve and expand access to quality health care for all. The site provides information about the Bureau of Primary Health Care (<http://www.bphc.hrsa.gov>) and the newly established Office for the Advancement of Telehealth (<http://telehealth.hrsa.gov>). The URL provides a list of grant opportunities from HRSA and a funding guide to other federal telehealth programs.

[www.Telability.org](http://www.Telability.org)

Telability presents the possibilities for improving the lives of children with disabilities with telemedicine. The Web site describes how telemedicine is used to coordinate care using real-time videoconferencing and Internet technologies in North Carolina.

<http://tie2.telemed.org>

With major support from the National Library of Medicine, the Telemedicine Research Center in Portland, Oregon, strives to promote telemedicine research and propagate information about telemedicine. The Telemedicine Information Exchange Web site provides information plus examples of telemedicine projects and how they are making a difference worldwide.

[www.keepkidshealthy.com](http://www.keepkidshealthy.com)

Browse this site to learn what the pediatrician knows about keeping kids healthy. Parents can receive customized e-mail newsletters with specific information about keeping their children healthy.

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*www.healthcentral.com*

Healthcentral.com provides information and commercial products for a healthier life. The site covers women's health, men's health, kids health, senior health, and disease-specific information.

*www.WebMD.com*

WebMD makes searching the Internet for health information easier and quicker for professionals and consumers. Consumers, physicians, other providers, and health plans will find educational health information.

## **Selected Online Breast Cancer Resources**

*www.medlineplus.gov*

A service of the National Library of Medicine and National Institutes of Health, this Web site provides information on breast cancer, including drug information, a medical encyclopedia and dictionaries, and URL links to other resources including consumer health libraries, international sites, publications, MEDLINE and more. Users can also sign up for weekly announcements. The site also provides lists of hospitals and physicians, health information in Spanish, extensive information on prescription and nonprescription drugs, health information from the media, and links to thousands of clinical trials.

*www.cancer.gov*

The National Cancer Institute's site has up-to-date information about forms of the disease, statistics, testing, and coping with breast cancer. The site also includes information about clinical studies and whether they are recruiting patients.

*www.cancer.gov/publications*

The National Cancer Institute's Pubs Online has breast cancer publications for patients, the public, and health professionals in both English and Spanish.

*www.nlm.nih.gov*

Through the National Library of Medicine's MEDLINE service, you can search millions of medical articles to get the latest breast cancer health information. The site also includes information on clinical trials.

*www.clinicaltrials.gov*

This Web site provides information about clinical research studies.

*www.altmed.od.nih.gov*

This Web page of the National Institutes of Health, Office of Alternative Medicine provides information about complementary resources.

*www.nccam.nih.gov*

The National Center for Complementary and Alternative Medicine at the National Institutes of Health provides information about complementary and alternative medicine.

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[www.fda.gov/cdrh/mamography/certified.html](http://www.fda.gov/cdrh/mamography/certified.html)

This URL provides a list of mammography facilities that are certified by the Food and Drug Administration.

[cancer.med.upenn.edu/disease/breast](http://cancer.med.upenn.edu/disease/breast)

OncoLink, the University of Pennsylvania Cancer Center Web site, provides scientific articles and discussion groups on topics such as treatments, research news, and coping with cancer.

[www.med.jhu.edu/breastcenter](http://www.med.jhu.edu/breastcenter)

The Web site is from Johns Hopkins Hospital and includes up-to-date medical research information.

[www.cancer.org](http://www.cancer.org)

The American Cancer Society's site offers everything from news about cancer breakthroughs to services available in your region. Choose a cancer type—click on “breast cancer”—under “Patients, Family, & Friends” for information about prevention and treatment. The site also includes a tool to help patients make treatment decisions.

[www.nabco.org](http://www.nabco.org)

The National Alliance of Breast Cancer Organizations has reliable information and good lists of local and online support groups. Sign up for NABCO e-mail reminders to receive an annual message that reminds women to get a clinical breast exam or mammogram.

[www.cansearch.org](http://www.cansearch.org)

The National Coalition for Cancer Survivorship's site offers a “cancer-survival toolbox” that emphasizes how patients can stand up for their rights and ways patients and caregivers can strengthen problem-solving skills.

[www.ywca.org/html/B4d1.asp](http://www.ywca.org/html/B4d1.asp)

The YWCA's Web site provides information about the Encore Plus program, which is a community-based program that aids women under treatment for and recovering from breast cancer. The program targets women of color, low-income women, and older women. The program is designed to eliminate inequalities in health care experienced by many women by removing barriers to access and promoting effective community-based outreach, education, and referral to clinical services and support systems.

[www.y-me.org](http://www.y-me.org)

The Y-Me National Breast Cancer Organization's site provides information on peer support, educational, and community outreach programs. The organization sponsors public lectures and seminars for groups that want to learn about breast cancer prevention.

[www.breastcancerinfo.com](http://www.breastcancerinfo.com)

This site is part of the Susan G. Komen Breast Cancer Foundation, which runs Race for the Cure. Click on “breast health” for information on risk factors, prevention, early detection, and

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treatment. This site also provides information on local resources and programs for target populations such as African-American and Hispanic women. Although many of these local-level programs do not have Web sites, the Web sites of national organizations often provide names and e-mail addresses where further information can be found.

*www.imaginis.com*

With separate sections for patients and health-care professionals, this site carries lots of breast-cancer information, such as descriptions of chemotherapy drugs and details about reconstructive breast surgery.

## **Selected Online Resources for African-American Women**

*www.sistersnetworkinc.org*

Sisters Network is a national African-American breast cancer survivors' organization. The Web site provides information on support groups nationwide and affiliate chapter projects throughout the country.

*www.geocities.com/aabcainc*

The African American Breast Cancer Alliance provides information about educational programs for breast cancer clients and their families through the implementation of culturally specific activities while maintaining respect for privacy, spirituality, and individuality.

## **Selected Online Resources for Hispanic Women**

*www.nueva-vida.org*

Nueva Vida offers a hotline for professional and peer support, and help navigating the medical system for Latinas with breast cancer.

## **Other Cancer Resources**

National Cancer Institute

*www.nci.nih.gov*

National Institutes of Health

*www.nih.gov*

National Library of Medicine

*www.nlm.nih.gov*

PDQ

*www.cancernet.nci.nih.gov/pdq.html*

Food and Drug Administration (info about meds)

*www.fda.gov/cder/cancer/index.htm*

Cancer Trials

*www.cancertrials.nci.nih.gov*

Cancerguide

*www.cancerguide.org*

American Medical Association

*www.ama-assn.org*

American Society for Clinical Oncology

*www.asco.org*

CANCER Care, Inc.

*www.cancercare.org*

Mayo Clinic

*www.mayohealth.org*

National Coalition for Cancer Research

*www.cancercoalition.org*

Association of Cancer Online Resources

*www.acor.org*

Pharmaceutical Research & Manufacturers Assn.

*www.pharma.org*

Vital Options Network Chat

*www.vitaloptions.org*

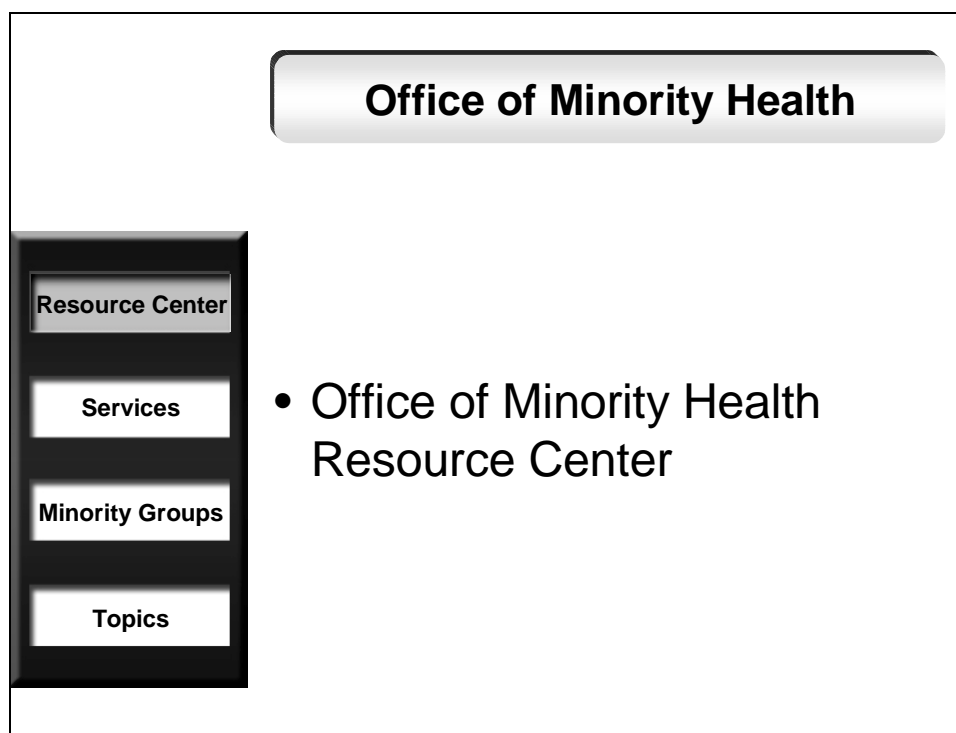
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American Institute for Cancer Research Nutrition  
Patient Advocate Foundation Insurance Advocacy  
Cancer News on the Net  
Centerwatch  
Stephen Barrett, M.D.  
Care Counsel (second opinion, insurance assistance)

[www.aicr.org](http://www.aicr.org)  
[www.npaf.org](http://www.npaf.org)  
[www.cancernews.com](http://www.cancernews.com)  
[www.centerwatch.com](http://www.centerwatch.com)  
[www.quackwatch.com](http://www.quackwatch.com)  
[www.carecounsel.com](http://www.carecounsel.com)

## Office of Minority Health Resource Center



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**Office of Minority Health**

Resource Center

Services

Minority Groups

Topics

- National information and referral service on minority health

**Office of Minority Health**

Resource Center

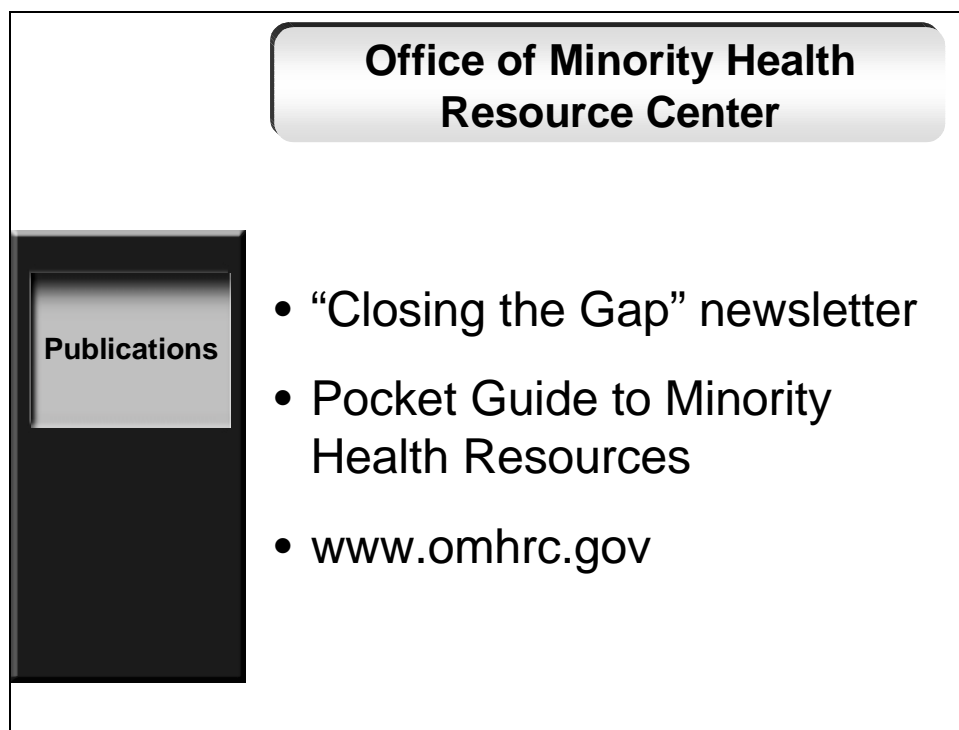
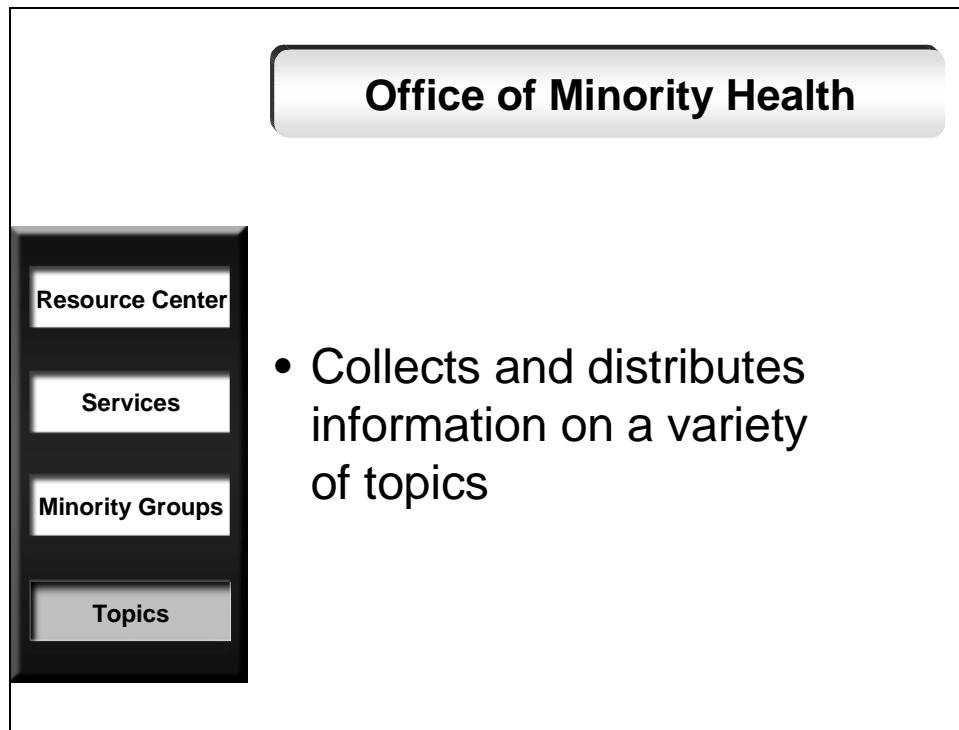
Services

Minority Groups

Topics

- Culturally sensitive health materials for minority groups





The Office of Minority Health Resource Center is a nationwide service of the Office of Minority Health, Office of Public Health and Sciences, U.S. Department of Health and Human Services. Established in 1987, OMHRC serves as a national information and referral service on minority health. The center collects and distributes information on a variety of topics, including HIV/AIDS, substance abuse, cancer, heart disease, violence, diabetes, and infant mortality. OMHRC's

services include providing current minority health data, customized database searches, publications, and information on programs and organizations. All resource center services are free and can be obtained by contacting the resource center.

[www.omhrc.gov](http://www.omhrc.gov)  
e-mail:info@omhrc

Office of Minority Health Resource Center  
P.O. Box 37337  
Washington, D.C. 20013-7337  
1-800-444-6472  
TTY 301-230-7199  
FAX 301-230-7198



## Presenters Biographies

**Evan Arrindell (Washington, D.C.)** is a social worker by training and has a doctorate in social work from the City University of New York. He has over 23 years of service in the U.S. Public Health Service and more than 18 years with the Health Resources and Services Administration, HHS. He is currently chief of the Public Housing Section that offers grant support for primary health service for residents of public housing.

**Gale Dutcher (Washington, D.C.)** is Head of the Office of Outreach and Special Populations in the Division of Specialized Information Services at the National Library of Medicine. This office, established a little over a year ago, is responsible for leading the library's efforts in information outreach to minority populations. Ms. Dutcher has been responsible for coordinating the library's overall AIDS programs. Activities under way now include training and other types of interactions with Historically Black Colleges and Universities (HBCUs) and organizations of minority health professionals, as well as with community organizations. Ms. Dutcher has master's degrees in library and information science and zoology.

**Christine Gould (Washington, D.C.)** is the director of Women's Health Programs for the YWCA of the U.S.A. She has been with the YWCA for 7 years. In addition to the ENCOREplus® program, Ms. Gould directs the YWCA/Pfizer HEARTplus™, and *Moving Past Trauma*™ programs.

**Dale Kasab** who holds a master of health science degree from the Bloomberg Johns Hopkins School of Public Health, directs the Neighborhood Networks Health Initiative for Aspen Systems. Ms. Kasab has over 15 years of experience in consulting work to promote health among underserved populations through program development, assessment, implementation, and dissemination. Ms. Kasab has led efforts for the U.S. Department of Health and Human Services (Office of Disease Prevention and Health Promotion, Office of the Assistant Secretary for Planning and Evaluation, National Institutes of Health, Centers for Disease Control and Prevention, Indian Health Service, Administration on Aging), as well as for the Departments of Defense and Veterans Affairs.

**Stacy Watts (Washington, D.C.)** has a master's degree from George Washington University in public administration and a Juris Doctor degree with a concentration in health care law, from the University of Baltimore Law School. She has more than 12 years of corporate, legal, and public administration experience with a background in implementation of sound project management strategies. As a health programs specialist, her expertise is in community outreach and partnership development especially in support of hard-to-serve populations.